The City of Seattle

Landmarks Preservation Board

Mailing Address: PO Box 94649 Seattle WA 98124-4649
Street Address: 700 5th Ave Suite 1700

Name Eclipse Building /The (Old) IBM Building / Icon Building Year Built 1923
(Common, present or historic)

Street and Number 1929-33 Fifth Avenue, Seattle, WA

Assessor's File No. King County #0659000430

Legal Description Heirs of Sarah A. Bell, 2nd Addition, Block 9 Lot 7 (STR_NE 31 25 4)

Plat Name: Heirs of Sarah A. Bell, 2nd Addition Block 9 Lot 7

Present Owner: G4 CAPITAL SEA HOLDINGS LLC Present Use: Mixed Use Office

Address: 14 Skillman Street, Roslyn, New York 11576

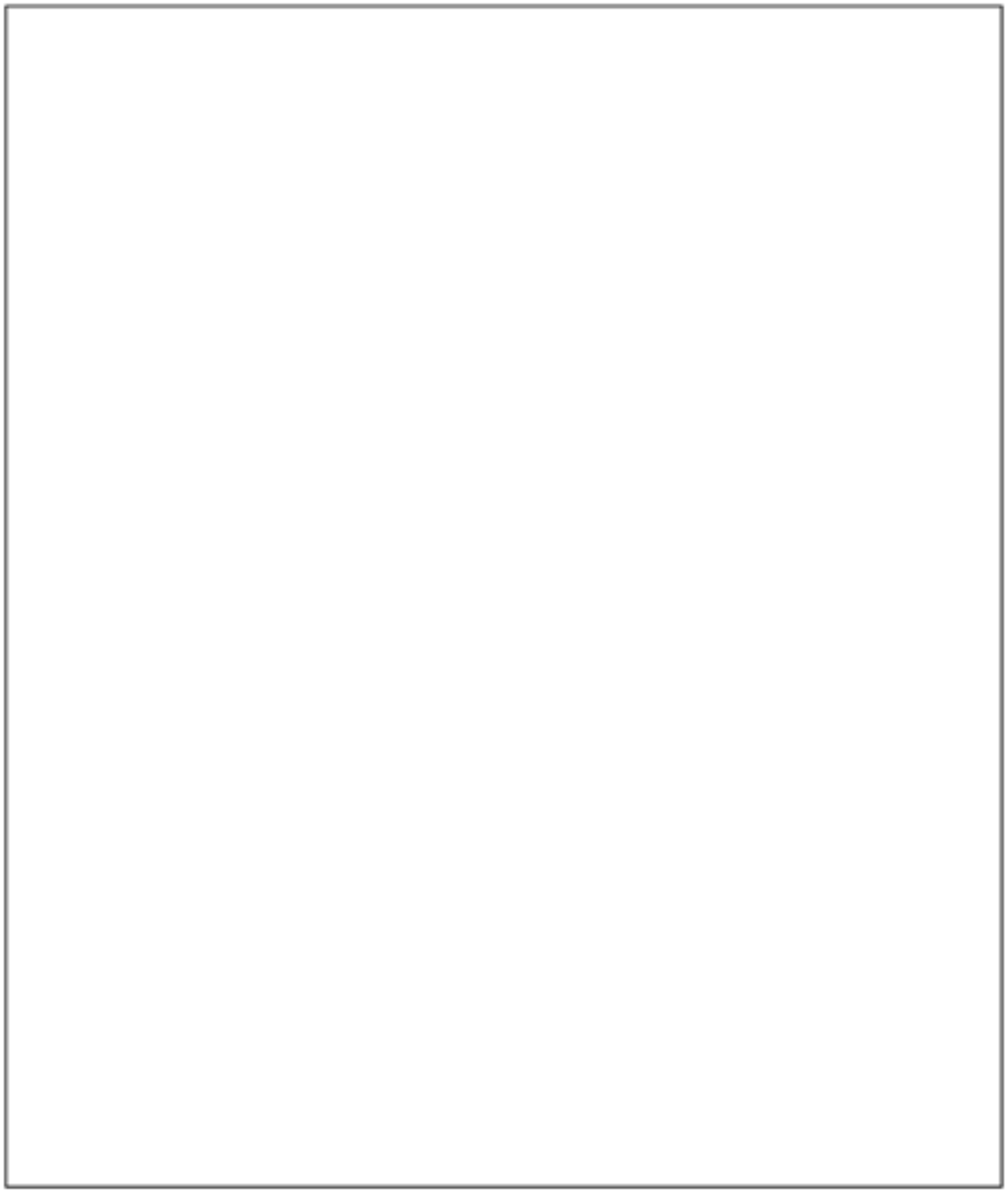
Original Owner: Alvin Investment Company

Original Use: Office

Architect: Schack, Young & Myers, Architects

Builder: Standard Construction Company

Photographs



Submitted by: Jonathan Fair for G4 CAPITAL SEA HOLDINGS LLC

Address: Douglaston Development: 42-09 235th Street, Douglaston, NY 11363

Phone: _____ Date January 2015

Reviewed: _____ Date _____
Historic Preservation Officer

Old IBM Building

Landmark Nomination Report
1929-33 Fifth Avenue, Seattle, Washington
December 2014

Prepared by:
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(OLD) IBM BUILDING
LANDMARK NOMINATION REPORT

July 2007—Revised December 2014

1. INTRODUCTION

This landmark nomination report provides information regarding the architectural design and historical significance of the (Old) IBM Building. The building is located at 1931 Fifth Avenue in Seattle, Washington. The Johnson Partnership prepared this report at the request of G4 Capital SEA Holdings, LLC, the current property owners, and Douglaston Development, which has the property under contract.

1.1 Background

The City of Seattle's Department of Planning and Development (DPD), through a 1995 agreement with the Department of Neighborhoods, requires a review of "potentially eligible landmarks" for commercial projects over 4,000 square feet in area. Because any proposed alterations to or demolition of the subject buildings described within this report will require a permit from DPD, buildings is providing the following report to the staff of the Seattle Landmarks and Preservation Board (L&PB) to resolve the property's eligibility as a City of Seattle Landmark.

To be eligible for nomination as a City of Seattle Landmark, a building, object, or structure must be at least 25 years old and it must meet one or more of the following six criteria (SMC 25.12.350):

A. It is the location of or is associated in a significant way with an historic event with a significant effect upon the community, city, state, or nation.
B. It is associated in a significant way with the life of a person important in the history of the city, state, or nation.
C. It is associated in a significant way with a significant aspect of the cultural, political, or economic heritage of the community, city, state, or nation.
D. It embodies the distinctive visible characteristics of an architectural style, period, or method of construction.
E. It is an outstanding work of a designer or builder.
F. Because of its prominence of spatial location, contrast of siting, age, or scale, it is an easily identifiable feature of its neighborhood or the city and contributes to the distinctive quality or identity of such neighborhood or city.

A Landmark Nomination for the building and the surrounding site was submitted to the Seattle Landmarks Preservation Board in July 2007. The board subsequently failed to nominate the property as a City of Seattle Landmark. As more than five years has past since this property was reviewed by the Landmarks Preservation Board, the current owner is submitting this nomination to resolve the property's eligibility for designation as a City of Seattle Landmark prior to redeveloping the property.

1.2 Methodology

Research and development of this report were completed between January and July 2007, by Larry E. Johnson, AIA, principal of The Johnson Partnership. Research included review of King County tax files from the Puget Sound Regional Archives and City of Seattle Department of Planning and Development archives. Other research was undertaken at the Seattle Public Library, the Museum of History and Industry, and the University of Washington Library Special Collections. Research also included review of internet websites.

The report was revised October-December 2014, to update and provide additional information. On-site inspections and photography of the building and site were undertaken November 2014, to document the building's existing condition.

Owner's contact:

G4 CAPITAL SEA HOLDINGS LLC

14 Skillman Street, Roslyn, New York 11576

Nominator's contact:

Jonathan Fair
Executive Vice President
Douglaston Development
42-09 235th Street
Douglaston, NY 11363

2. Property Data

Original/Common Name: Eclipse Building /The (Old) IBM Building / Icon Building

Address: 1929-33 Fifth Avenue, Seattle, WA

Location: Denny Regrade

Parcel Number: King County #0659000430

Legal Description: Heirs of Sarah A. Bell, 2nd Addition, Block 9 Lot 7 (STR_NE 31 25 4)

Zoning: DOC2 500/300-500

Date of Construction: 1923

Original/Present Use: Office / Mixed Use Office

Original/Present Owner: Alvin Investment Company / G4 CAPITAL SEA HOLDINGS LLC

Original Designer: Schack, Young & Myers, Architects

Original General Contractor: Standard Construction Company

Property Size: 6,480 Sq. Ft. (0.15 Acres)

Building Size: 22,381 Sq. Ft.

3. Architectural Description

3.1 Location

The (Old) IBM Building is located slightly north of the central business district within the Denny Regrade district, a commercial area lying between Belltown to the west and the Denny Triangle to the east. ***See figure 1.***

3.2 Neighborhood Character

The (Old) IBM Building is located within a commercial district that includes hotels, multifamily residential and medium-density office and street-level retail. Surrounding buildings range from masonry and terra cotta faced buildings, manufacturing and office buildings of the 1920s, to the two towers of the 1970s-era Westin Hotel located across Fifth Avenue from the site. The nine-story Hotel Ändra (former Claremont) is located to the northwest of the site, and the Times Square and Medical Dental Building are located to the southeast of the site. The original monorail line, starting from Seattle Center to the north and ending at Westlake Mall to the south, runs on elevated concrete rails along Fifth Avenue immediately alongside the Old IBM Building. ***See figures 2-11.***

3.3 Site

The Old IBM Building is located on the southwestern corner of Fifth Avenue and Virginia Street. The building footprint covers the entire site. The grade slopes from the northeastern corner of the lot upward approximately seven feet along Virginia Street and downward a few inches along Fifth Avenue. There is an alley located at the rear of the lot running from Virginia Street to Stewart Street. ***See figure 12.***

3.4 Building Structure & Exterior Features

The Old IBM Building is a three-story commercial building typologically considered a "store-and-loft building." The building measures approximately 60 feet wide along Fifth Avenue by 108 feet deep along Virginia Street. The building has a height of approximately fifty-four feet measured from the sidewalk to the top of the building parapet at its northeastern corner. The first floor is nineteen feet from the floor to the ceiling, the second floor is thirteen feet from the floor to the ceiling and the third floor is fourteen feet two inches from the floor to the ceiling. The building is reinforced concrete with a brick masonry veneer on its primary façades, with interior heavy-timber post-and-beam construction supporting solid vertical two-by-six laminated floors at the second- and third-floor levels.[1] The building was designed in an Eclectic Commercial style with vaguely Renaissance Revival detailing. Sited on a corner lot, the structure has two major street façades, one on Fifth Avenue and the other on Virginia Street, one utilitarian façade abutting the rear alley, and a common wall with the adjacent building located to the south. The roof is flat and is covered with a membrane roofing material. ***See figure 13.***

The Fifth Avenue, or eastern, façade has three structural bays separated by flat cast-stone pilasters with recessed panels extending from the sidewalk level to a cast-stone lintel course at the second floor line. The pilasters have simple chevrons at their tops and bottoms. Where the pilasters intersect with the second-floor lintel there is a quatrefoil within a squared-off panel. The upper part of the lintel has a projecting cornice that serves as the sill for the windows above. The pilasters continue upward from the lintel to a simple cornice with spaced modillions. The pilasters have non-original applied projecting wood panels with upper trefoils. Simple brick spandrels with an upper cast-stone cap serve as the sill for the windows above. The pilasters continue above the cornice with non-original sheet-

[1] Floor loads were originally designed for 125 pounds per square foot loading.

metal flashing cap. The parapet is completely non-original, surfaced with tinted stucco and EIFS (exterior insulation and finishing system). The parapet was repaired after the 2001 Nisqually earthquake caused some of the original brick parapet to fall to the sidewalk. The building cap rises in the center, a gesture to an original central cartouche that is no longer present. The building's primary entrance is on this façade; the façade consists of a wooden store-door with a large light, a sidelight, and wooden paneling under an elaborate marquee and vertical neon sign announcing the Icon Grill as the business operating inside. The bays to either side of the entrance have two large non-original aluminum windows with four vertical windows between each bay. Each window has upper and lower horizontal lights with a large central awning light. The large awning light has a lower intermediate horizontal mullion. ***See figures 14-18.***

The Virginia Street façade is similar to the Fifth Avenue façade and consists of five bays divided by original pilasters, lintels, spandrels, cornice, and parapet as described above. Storefront windows step up along the façade to accommodate the change in grade. The westernmost bay has the remains of a sidewalk level entry and retains a cast-stone scrolling and shield within the lintel panel. The second and third floors have windows similar to the Fifth Avenue elevation. ***See figures 19-21.***

The alley, or western, façade retains a few windows from the 1953 remodel on the southern end of the façade. An elevator penthouse punctuates the top of the northern side of the alley elevation. A major entry in the middle of the alley elevation of the building consists of wooden doors with large lights set into the building beneath. Supporting the arch is an offset simplified Tuscan column and seven rusticated blocks set on a large, simple plinth. ***See figures 22-23.***

The southern façade is a common wall to the adjacent building to the south.

3.5 Plan & Interior Features

The building's original floor plan would have accommodated street-level retail with offices or light manufacturing on the upper floors. The first floor houses the Icon Grill, with restaurant seating located on the building's eastern side, with the kitchen, other service areas, and vertical circulation located at the rear, or western side of the building. The two upper floors recently housed a nightclub, with much of the original third floor removed to create higher second floor ceilings and an overlooking mezzanine floor. ***See figures 24-27.***

3.6 Documented Building Alterations

The building has seen extensive remodeling since 1923 and little more than the masonry shell and ornamentation on the pilasters and banding above the first floor remain intact. The original three-bay storefront on the Fifth Avenue façade has been altered at the first floor. All building fenestration is non-original. The building lost a central crowning urn above the parapet between 1948 and 1951, probably due to an earthquake of 1949. The IBM Corporation extensively altered the interior of the building in 1949. The entire building has been painted, obscuring the masonry and stone detail. A portion of the upper parapet ornamentation on the northern façade is partially missing. The building's eastern parapet received extensive damage during the Nisqually Earthquake of 2001.

City of Seattle Building Permit History:

Date	Designer	Description
1923	Schack, Young & Myers, Archts.	Original construction (permit #219655)
1949	Alfred Simonson, Archt.	Alterations for IBM, Combine use of two bldgs. (permit #398104)
1952		Alterations (permit #413551)
1954	Richards & Carmen, Archts.	Alterations for IBM (permit #425158)

1954-1961		Various alterations associated with IBM occupancy of this building and including a portion of the building to the south (install elevators-permit #425258) other interiors-permits #465885, 487538)
1967	Unknown	Remodel interiors for WA Tech. Inst. @ 1929 Fifth Avenue (permit #521293)
1976-1977	Bittman, Saunders, Hasson, Archts.	Interiors for Superior Reprographics at 1929 Fifth Ave (permits #562462, 576446)
1979		Add to exist. mezzanine for Superior Reprographics (permit #587124)
1982	Bittman, Saunders, Hasson, Archts.	Combine building, interiors, for Superior Reprographics at1921-1933 Fifth Avenue (permits #599288, 599309,600025, 600154)
1988		Wall infill at first floor opening between 1925 and 1933 Fifth Ave bldgs. (permit #639242)
1998		Alterations for Icon Grill, including a new rear entry and window alterations at the alley west side (permit #697487)
2001		Repair parapets -earthquake repairs (permit #724933)

4. SIGNIFICANCE

4.1 Historical Site Context

4.1.1 Development of the Denny Regrade District

The development of the Denny Regrade district—generally considered the area stretching north of the central business district from Stewart Street to Mercer Street—is a reflection of the gradual early twentieth century expansion of the business community northward from its origins in Pioneer Square to major focal points along Second Avenue. Spurred by the economic boom that was a direct result of the 1897 Klondike Gold Rush, Seattle's population rose dramatically—growing from around 43,000 in 1890, to 88,000 in 1900, to over 236,000 by 1910, with subsequent northward expansion of the downtown business district.[2]

Rapid growth of the city was also aided by the improvements to and expansion of the streetcar lines, which tended to dictate the location of both commercial and residential developments. Second Avenue provided major streetcar links through downtown and to nearby residential developments on Queen Anne Hill.[3] Before 1904, downtown commercial expansion had essentially stopped just north of Pike Street due to the abrupt grade change as Second Avenue ran into Denny Hill, essentially making Pike Street the "end of town." As the bluff overlooking Elliott Bay halted development west of First Avenue, and southward development was limited by the Duwamish tidal estuary, commercial development generally moved eastward to Third Avenue and then to Fourth Avenue. ***See figure 26.***

When Seattle's leaders considered the shortage of developable land, they turned to engineers to remake the landscape. R.H. Thompson was appointed City Engineer in 1892, and quickly developed schemes to continue re-grading and paving Seattle's downtown streets, continuing northward from the developed central business district and subsequently leveling Denny Hill. Work began in 1898, and continued in segments until 1911. Denny Hill—with its crowning Victorian edifice, the Denny Hotel—was shoveled and sluiced away beginning in 1905, under the direction of City Engineer Thompson, and the Duwamish tidal areas to the south were systematically filled with soil from the Jackson Street Regrade and Dearborn Cut beginning in 1907, increasing available land for industrial development. [4] ***See figures 28-29.***

The first phase of the Denny Regrade, from Second Avenue to Fourth Avenue, was completed in 1911; over three million cubic yards of soil were removed. Land values in the area rose dramatically, e.g., lots valued at $2,500 before the regrade subsequently rose to $15,000.[5] The first wave of development in the Denny Regrade area came as soon as the most westerly portions of the former Denny Hill area were accessible, and consisted of a variety of hotel types. The nearby Pike Place Market was another new commercial venue supporting general growth of the area. In C.H. Hanford's *Seattle and Environs*, the author describes the early development of the area:

> *Building enterprise advanced to the Denny Hill regraded district, and in rapid succession the New Washington Hotel, the Archibald* [destroyed]*, Holland, Calhoun and Gowman Hotels, Wilson Modern Business College, the Haight Building, the Securities Building and the Moore Theater were erected. The Times*

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[2] Richard C. Berner, *Seattle in the 20th Century, Vol. 1, Seattle 1900-1920, From Boomtown, Urban Turbulence, to Restoration* (Seattle, WA: Charles Press, 1991), p. 60.
[3] Beth Dodrill-Rezghi, "Commodore Hotel—2013-17 Second Avenue—Landmark Nomination Report," August 2006, p. 8.
[4] Myra L. Phelps, *Public Works in Seattle: A Narrative History, The Engineering Department, 1875-1975* (Seattle, WA: Kingsport Press, 1978), pp. 17-18.
[5] Phelps, p. 21.

> *Building, home of the Seattle Daily Times, is also located in that district. The Standard Furniture Company's nine-story building is a distinct feature of the same district.*[6]

Other smaller businesses such as clothing distributorships, furniture and upholstery shops, and sewing machine sales and repair shops also existed in the area—likely drawn to the availability of parking and the proximity to both the retail sh opping district and the wholesale trade facilities nearby at the Terminal Sales Building. Service businesses in the vicinity either catered to the needs of other commercial businesses, e.g., print shops and sign companies, or catered to the residential or tourist occupants of the nearby hotels, including tailors, dry cleaning, and shoeshine shops and auto and garage services.[7]

The (Old) IBM Building, as a mixed use store-and-loft structure, is consistent with the commercial development occurring between 1911 and 1930 in Belltown and the Denny Triangle. In 1923, the city adopted one of the nation's first zoning ordinances, designating most of Belltown and the Denny Triangle a commercial district.[8] This designation led to a greater variety than in the office-heavy downtown core, with uses including residential (hotels and apartment buildings), service-oriented (banks, fire stations, telephone exchanges, laundries), recreational (theaters and dance halls), and light industrial (printing presses, office supply manufacturers). [9] The new zoning structure also led to an increase in apartment buildings in Belltown, and businesses sprang up to serve the influx of new residents.[10] The subject building reflected Belltown's new commercial diversity by housing not only garment factories such as Eclipse Neckwear and Dolly Meyers on the upper floors, but sales of oil furnaces, clothing stores, appliances and of course IBM machines. (See section 4.2.2 for a more thorough discussion of the building's former occupants.)

Expectations of major development of the area north of Virginia Street, however, would go largely unfulfilled, with most development through the late 1920s concentrated in what was considered the new commercial core, extending eastward from Second Avenue to Sixth Avenue south of Stewart Street. Developments that marked the eastward shift included:

- the Joshua Green Building (1911-12, John Graham, Sr.) at Fourth Avenue and Pike Street;
- the Times Square Building (1913-15, Bebb & Gould) at Fourth Avenue and Stewart Street;
- the new Frederick & Nelson Department Store (1916-19, John Graham Sr.) at Fifth Avenue and Pine Street;
- the Medical Dental Building (1924-25, John A. Creutzer) adjacent to the north on Olive Street; and
- the new Bon Marché Department Store (1927-29, John Graham, Sr.), taking an entire block between and Third and Fourth Avenues and Stewart and Pine Streets.

Henry Bittman's Terminal Sales Building (1923) at First Avenue and Virginia Street; his Northwestern Mutual Building (1928-31, now known as the Olympic Tower) at Third Avenue and Pine Street; Victor W. Vorhees' Joseph Vance Building (1927) at Third Avenue and Union Street; and the eleven-story Republic Building (1927) at Third Avenue and Pike Street were some of the last projects built at the northern edge of the Central Business District before the Great Depression.

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[6] C.H. Hanford. *Seattle and Environs* (Chicago & Seattle: Pioneer Historical Publishing Co, 1924), n.p.
[7] Dodrill-Rezghi, p. 8-10.
[8] Mimi Sheridan, "Belltown Hisotric Context Statement," Seattle Department of Neighborhoods, November 2007
[9] Karin Link, Thomas Street History Services, *"Context Statement, Denny Triangle, historic Survey and Inventory,"* Seattle Department of Neighborhoods, June 2006.
[10] Mimi Sheridan, "Belltown Hisotric Context Statement," Seattle Department of Neighborhoods, November 2007

The first Denny Regrade stopped short of leveling the streets and land on the eastern half of Denny Hill and subsequently property values deteriorated in this area, as developers were reluctant to invest in the area before the inevitable completion of the regrade. In 1928, work commenced on the second and final Denny Regrade, which focused on a trapezoidal area bounded by Virginia Street to the south, Fifth Avenue to the east, Thomas Street to the north, and Westlake Avenue to the west, resulting in the lowering of the grade throughout that area, as well as lowering Denny Park, which had for years loomed over the surrounding commercial district. [11]

The Orpheum Theater (1926-27, B. Marcus Priteca) and the adjacent Benjamin Franklin Hotel (1928, Earl A. Roberts) were both built at the southeastern corner of the district, at Stewart Street and Fifth Avenue, prior to the regrading, but further commercial development of the area after the regrade occurred at a much slower pace and scale than originally anticipated, primarily due to the economic slowdown associated with the Depression of the 1930s, as well as concentration on war-related industries during World War II. During this time and through the 1960s, the neighborhood generally became a service area for the central downtown commercial core and the nearby theater and shopping district, with the construction of small and medium-scaled store and office buildings for retail, wholesale, and service businesses. Parking lots, garages, and auto service centers tended to be located on the eastern side of the district, where property values were lower. ***See figures 30-31.***

During the 1950s and 1960s, major regional development was directed to outlying areas, stimulated by post-war prosperity and increased availability of automobiles and highways. The Seattle World's Fair in 1962 was one attempt to stimulate investment in this area, with the original monorail and its elevated concrete tracks running between the fair site at Mercer Street south along Fifth Avenue to Westlake. Downtown development, when it occurred, was mainly directed to the central business district, with development of another generation of modern curtain-wall skyscrapers. The Orpheum Theater and the adjacent Benjamin Franklin hotel were razed in 1967 for the development of the new Westin Hotel. ***See figures 32-34.***

A brief real estate boom and bust cycle in the 1980s and 1990s brought new office construction and condominium development, and today the area presents a rather mixed urban fabric that belies its renewed struggle for a less marginalized urban identity.[12]

4.2 Historical Cultural Context

4.2.1 Building Developer / Owner

The original developer of the Old IBM Office building was the Alvin Investment Company. The company contracted with the Standard Construction Company to build the two-story building for $40,000 in February, 1923.[13] The company also owned the building to the south, 1927 Fifth Avenue.[14]

4.2.2 (Old) IBM Building

The Eclipse Neckwear Manufacturing Company, owned by Max Tettlebaum (1883-1972), a native New Yorker, originally carried the master lease of the building.[15] The company occupied the third floor as a garment factory, accessing the building by a side entrance and stairway at the western end of

[11] Phelps, pp. 29-31.
[12] Dodrill-Rezghi, p. 10.
[13] *Journal of Electricity & Western Industry*, Vol. 50, No. 3, February 1, 1923, p. 123.
[14] *Seattle Times*, "3 Realty Sales In Regrade Area Bring $247,000," September 29, 1929, p. 34.
[15] *Seattle Times*, "To Let—Lots," April 13, 1924, p. 66.

the building at 417 Virginia Street. Eclipse Neckwear manufactured women's collars, dickies, vests, and guimpes. The company remained in the building until 1954.[16]

The northern storefront, 1933 Fifth Avenue, was occupied as early as October 1923 by the Powerplant Engineering Company, which sold furnace oil burners.[17] The Maytag Company replaced Powerplant Engineering Company in 1929, occupying both the central storefront, 1931 Fifth Avenue, and northern storefront, 1933 Fifth Avenue.[18] The Powerplant Engineering Company later moved to space at the rear of the building.

In 1925, the southern storefront, 1929 Fifth Avenue, was rented by Pacific Tailoring, and the Heil Style Garment Manufacturing Company, owned by Fred (1880-1930) and Edith Heilwagen.[19] In 1926, the Lloyd-Myers Garment Company was using the same address.[20]

By 1929, Dolly Myers, Inc. owned and operated by William (1877-1971) and Barbara (1883-1970) Myers ran a garment factory on the second floor, using 1929 Fifth Avenue for their retail store.[21] The company became the target of of union agitators during the garment workers' strike organized by Dressmakers' Union No. 184. A bomb was thrown through the window of the shop on May 31, 1935, blowing out the store's windows and causing "more than $1,000" in damages.[22]

By 1936, International Business Machines (IBM) had moved into the building, using the norteastern storefront.[23] Other business occupants in 1937 included Dolly Myers, Inc. on the second floor, the Eclipse Neckwear Manufacturing Company on the third floor, and the Power Plant Engineering Co. of Seattle, which had an entrance on Virginia Street.[24]

IBM gradually took over additional space in the building, signing a long-term lease for the entire builing in 1954.[25] IBM remained there until 1964, when the company moved to an office tower at the corner of Fifth Avenue and Seneca Street in the Central Business District. ***See figure 37.***

By 1966, the Washington Technical Institute was located in the building, as well as the State Employment Security Office, addressed at 1933 Fifth Avenue.[26] From the late 1970s to the late 1990s, Superior Reprographics expanded and reduced their occupancy at various times in all three of the buildings comprising the street addresses 1921-1933 Fifth Avenue.[27] By 1998, the reprographics company occupied only the building immediately to the south of the subject building.[28] A restaurant, the Icon Grill, moved into the subject building in 1998, and has remained there until the present. ***See figures 36-39.***

In 2001, a section of the building's parapet fell to the sidewalk.[29]

4.2.3 IBM Corporation

The IBM Corporation occupied at least a portion of the (Old) IBM Building from 1936 to 1964. ***See figures 33-36.***

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[16] *Seattle Times*, "Firm Takes Long Lease On Building," January 3, 1954, p. 30.
[17] *Seattle Times*, Advertisement, October 7, 1923, p. 13.
[18] *Seattle Times*, Advertisement, November 11, 1929, p. 26.
[19] *Seattle Times*, "Woman Chases Store Robbers, Recovers Loot," August 26, 1925, p. 8. *Seattle Times*, Ad, October 8, 1925, p. 32.
[20] *Seattle Times*, Advertisement, April 16, 1926, p. 25.
[21] *Seattle Times*, "$200,000-a-Year Sewing Circle," November 10, 1929, p. 9.
[22] *Seattle Times*, "Bomb Explodes In Dress Shop," June 1, 1935, p. 5. Most of the unrest was centered on the Schoenfeld Manufacturing Company at 2022 Boren Avenue.
[23] Washington State Regional Archives (WSRA), King County Tax Assessor file (Property Record Card and photo): 0659000430; R.L. Polk Co., *Polk's Seattle City Directory*, 1937.
[24] WSRA. Photo.
[25] *Seattle Times*, "Firm Takes Long Lease On Building," January 3, 1954, p. 30.
[26] *Polk's Seattle City Directory,* 1965, 1970.
[27] *Polk's Seattle City Directory,* 1990.
[28] *Polk's Seattle City Directory,* 1998.
[29] *Seattle Post-Intelligencer*, "Falling Bricks; Earthquake Preparedness, April 7, 2010, n.p.

IBM appears to have opened their first sales office in Seattle in 1929, at 511 Virginia Street. The IBM Corporation occupied the (Old) IBM Building between the mid-1930s to 1964, when they moved into a new office tower in downtown Seattle.[30]

The International Business Machines Corporation (IBM) evolved from several turn-of-the-century business machine companies including, most notably, the Computing-Tabulating-Recording Company (CTR) of New York. CTR was originally created in 1911, with the merger of International Time Recording Company (ITR) and the Computing Scale Company of America. In 1914, a top executive of the competing National Cash Register Corporation, Thomas J. Watson Sr., joined CTR and quickly rose to the position of president. Rather than focusing on small office products, Watson led CTR to new markets by providing large-scale, custom-built tabulating solutions for businesses. The company gradually expanded operations to Europe, South America, Asia, and Australia. By the time the IBM Corporation was formed in 1924, the company had acquired additional business technology companies and patents and operated manufacturing plants in Europe.[31]

Despite the economic depression of the 1930s, IBM continued investment in research and development and in 1935, following the passage of the Social Security Act, received a large government contract to maintain employment records for twenty-six million people. Contracts to manage accounting records for other U.S. government departments quickly followed. Additional governmental contracts involving ordnance calculations allowed the further expansion of the IBM Corporation during World War II. In 1944, IBM introduced its first large-scale computer, the Automatic Sequence Controlled Calculator (ASCC), also known as the Mark I. Other computers soon followed, and by the 1950s new computer technology moved computers towards business applications such as billing, payroll, and inventory control.[32]

Rapid advancement of technology continued throughout the 1950s, when the use of transistors and computer disk storage systems increased calculation rates and improved data storage and retrieval capacities. In 1957, IBM introduced FORTRAN (FORmula TRANSlation), a computer language based on algebra, grammar and syntax rules. It became one of the most widely used computer languages for technical work.[33]

Continued technological advancement occurred throughout the 1960s, as well as the development of new strategic marketing. In 1964, IBM introduced its first computer that was based on interchangeable software and peripheral equipment, rather than a single mainframe with integral components. This was followed with the "unbundling" of hardware and software, opening new product markets in the industry and giving birth to the multibillion-dollar software and services industries.[34]

IBM moved its Seattle office to a high-rise building at the corner of Fifth Avenue and Seneca Street in 1964. The building was designed by Minoru Yamasaki, and was just one of a number of modern design high-rise office buildings completed for the company throughout the world. ***See figure 35.***

In the 1970s IBM pioneered technology for what evolved into the modern automated teller machine (ATM) and produced point-of-sale systems for use in retail and grocery outlets. The company continued to improve business computers and was involved in NASA projects during this decade. In the 1980s, IBM introduced the first personal computer, which included components produced by outside firms. The processor chip came from Intel and the operating system, called DOS (Disk

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[30] *Polk's Seattle City Directory*, 1929, 1930, 1937.

[31] IBM Corporation, "History of IBM," pp. 1-6. http://www-03.ibm.com/ibm/history/history/history_intro.html, accessed June 19, 2007.

[32] IBM, "History of IBM," p. 7.

[33] IBM, "History of IBM," p. 8.

[34] IBM, "History of IBM," p. 9.

Operating System) came from a thirty-two-person company called Microsoft. The 1980s was the decade of the "computer revolution."[35]

The shift in the computer industry towards an emphasis on personal computing rather than business applications, and changing client relationships in the market, brought about record net losses for IBM in the 1990s. The company began to focus on e-business solutions services for internet commerce in the first decade of the twenty-first century, and continues to be a leader in the global computer technology industry.[36]

Today the IBM Corporation operates its Business Continuity and Resiliency Services Division in the Seattle IBM building at 1200 Fifth Avenue.

4.3 Historical Architectural Context

4.3.1 Eclectic Commercial Architecture, Classical Revival Styles, Store-and-Loft Buildings

The Old IBM Building is a masonry commercial building typologically considered a "store-and-loft" building. Store-and-loft buildings are mixed use buildings with retail at the ground floor, and often house more than one business. The building has minimal architectural styling and what architectural styling it may exhibit could be classed vaguely as simplified Renaissance Revival style.

When steel-framed construction was pioneered in Chicago in the 1890s, architects were free to increase the size of windows in commercial buildings, resulting in increased façade transparency and higher interior light levels, as well as allowing retail merchants "show windows" on the street-level façades.[37] At the same time and as a direct consequence of several disastrous downtown fires throughout the United States, building codes were developed, initially to protect property and eventually to save lives. After a major fire had destroyed Seattle's nascent central business district in 1889, fireproof construction was mandated for new buildings in downtown Seattle. Freed from the limitation of load-bearing masonry construction, architects employed classical revival styles, particularly Renaissance Revival, which provided architects with the opportunity to dress their buildings with florid ornamentation utilizing versatile, relatively light terra cotta, rather than heavier carved stone. During this early period of experimentation, architects continued to articulate larger buildings in the three-part classical manner of base, shaft, and capital, with a base of one story, a shaft of two or three stories, and a capital of one story. The Alaska Building (1903-04, Eames and Young) is thought to be the first "skyscraper" built in Seattle. Charles W. Saunders was among the first Seattle architects to explore steel-frame construction with the original Bon Marché Store (1900-02, Saunders & Lawton, destroyed) on the southwestern corner of Second Avenue and Pike Street, and the Lumber Exchange Building (1902-03, Saunders & Lawton, destroyed) at the southwestern corner of Second Avenue and Seneca Street.[38] ***See figures 40-42.***

The building was one of several smaller commercial buildings of this scale that were constructed in this Denny Regrade areas, as well as in other neighborhoods of the city, during the 1920s. These generally speculative buildings were intentionally designed to be flexible, accommodating retail uses at street level, and offices or light manufacturing on the upper floors. The buildings generally did not include passenger elevators, due to costs, but often had freight elevators accessible on the non-primary sides of the building, usually on alleys, to accommodate upper-floor manufacturing uses. The Denny Regrade area originally had a number of these buildings due to the following reasons: the availability of level sites created by the regrade; the tendency to concentrate larger-scale commercial

[35] IBM, "History of IBM," pp. 10-11.
[36] IBM, "History of IBM," p. 12.
[37] R. Furneaux Jordan, *A Concise History of Western Architecture* (Norwich, G.B.: Jarrold & Sons, 1969), p. 308.
[38] Jeffrey Karl Ochsner, "Charles W. Saunders," in *Shaping Seattle Architecture: A Historical Guide to Architects,* ed. Jeffrey Karl Ochsner (Seattle, WA: University of Washington Press, 1994), pp. 34-39.

development south of Fairview Avenue that was reinforced by the adoption of a citywide zoning code in 1923; and the attractiveness of the area to service-oriented businesses, such as laundries and office supply companies, who needed to be proximate to the central business district's offices and hotels, while paying less rent than they would pay within the commercial core.

The availability of transit in the area also allowed workers to affordably reach light manufacturing companies, particularly clothing companies, where wages were generally low. The four-story building located across the street to the north of the subject site, 2005 Fifth Avenue, is a well-detailed 1927 Collegiate Gothic-style example of the same building type. Another "store-and-loft" building is located a block west of the subject site at 2003 Fourth Avenue. This example was built in 1925, in an eclectic Spanish Colonial style and originally housed a clothing manufacturer on the upper floors. Other nearby examples includes 2041 Third Avenue and 2004 Seventh Avenue. ***See figures 43-46***

4.3.2 Original Building Architect: Schack, Young & Myers (see Appendix 2)

The architecture firm of James H. Schack, Arrigo M. Young, and David J. Myers designed the Old IBM Building in 1922. The firm was one of the most successful design firms in Seattle during the 1920s, designing a number of commercial, residential, religious, and institutional buildings, as well as several projects of a larger scale.

Architects James Schack and David Myers formed a partnership with engineer Arrigo M. Young in August 1920. Schack and Myers had shared office space and collaborated on projects as associate architects as early as 1917.[39]

James Hansen Schack (1871-1933) was born in Germany on October 29, 1871. Prior to his arrival in Seattle in 1901, he had received training in architecture and worked in a variety of firms in Chicago. His early works were primarily commercial buildings, hotel and apartment buildings, and residences. A short-term partnership with architect Daniel R. Huntington was notable for the production of designs for the First United Methodist Church (1907-10) and the first Arctic Club (1908-09, now the Morrison Hotel).[40]

Arrigo M. Young (1884-1854) was born in London on February 19, 1884. He arrived in Chicago at an early age and later attended the University of Michigan to study engineering. After receiving his Bachelor of Science degree, Young worked for construction and architecture firms in Chicago and St. Louis. He came to Seattle in 1910 as head of the structural department of the Moran Company. By 1913, Young had an independent office and typically produced design work for industrial buildings, or acted as consulting engineer for commercial projects such as the Pantages Theater in Tacoma (1916-18), a project designed by architect B. Marcus Priteca.[41]

David J. Myers (1872-1936) was born in Glasgow, Scotland, on December 24, 1872. Myers arrived in Seattle with his family shortly after the city's Great Fire of 1889. After working in several Seattle firms until 1894, he left to study architecture at the Massachusetts Institute of Technology. Upon the completion of his studies, Myers worked for architects in Boston and Pittsburgh before returning to Seattle in 1905. He joined the firm of John Graham, Sr. in Seattle as a junior partner, acting as the principal designer until 1910, when he opened an independent practice. Myers was involved in design work for civic, religious, residential, and commercial projects and taught architecture as a faculty member of the University of Washington from 1917 to 1920. He was also involved in conceptualizing the building architecture aspects of the Bogue Plan of 1911, the city's first comprehensive planning scheme. Although the plan was defeated by public vote in 1912, the political debate and the planning ideas left a lasting impression on the city.[42]

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[39] David A. Rash, "Schack, Young & Myers," in *Shaping Seattle Architecture: A Historical Guide to Architects,* ed. Jeffrey Karl Ochsner (Seattle, WA: University of Washington Press, 1994), pp. 156-157.
[40] Rash, "Schack, Young & Myers," p. 156.
[41] Rash, "Schack, Young & Myers," 156-157.
[42] Rash, "Schack, Young & Myers," p. 157.

Schack, Young & Myers' most notable early commission was the initial building development of the model city of Longview, WA (1922-23), in association with John R. Nevins. The city was planned by Hare & Hare of Kansas City for the Long-Bell Lumber Company. In addition to their work in Longview, Schack, Young & Myers are noted for their design of the Civic Auditorium complex of three buildings and a sports stadium (1925-28, now the Seattle Opera House, altered), and a number of commercial buildings in a variety of eclectic styles, including the Mission Revival-style Elridge Buick dealership building at 4500 Roosevelt Way (1925-26, altered).[43] The firm designed several other buildings in the University District including the Gelb Building (1927), the Collegiate Gothic style Theta Xi Fraternity (1926), and the University Baptist Church (1925) on 12th Avenue NE.[44] *See figures 47-51.*

Myers left the firm in 1929, and was in private practice until his death on May 9, 1936. Schack and Young continued their partnership until the death of Schack on March 16, 1933. Arrigo M. Young continued his practice as an architect and engineer through World War II, having obtained his architecture license by that time. At the time of his death on June 27, 1954, the firm had become Young, Richardson, Carlton & Dietlie. This firm later became known as the Richardson Associates, and eventually TRA.[45]

4.3.3 Remodel Architect: Alfred F. Simonson

Architect Alfred F. Simonson designed extensive alterations to the building for the IBM Corporation in 1949.

4.3.4 Building Contractor

The contractor of the Old IBM Building was Standard Construction Company.[46]

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[43] Rash, "Schack, Young & Myers," p. 158.
[44] Seattle Department of Neighborhoods Historical Sites database; records for 4500 Roosevelt Way, 4534-4536 University Way, and 4522 18th Ave, http://web1.seattle.gov/dpd/historicalsite.
[45] Rash, "Schack, Young & Myers," p. 159.
[46] City of Seattle, building permit # 219655.

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___. "To Let—Lots." April 13, 1924, p. 66.

___. "Firm Takes Long Lease On Building." January 3, 1954, p. 30.

___. Advertisement. October 7, 1923, p. 13.

___. Advertisement. November 11, 1929, p. 26.

___. "Woman Chases Store Robbers, Recovers Loot." August 26, 1925, p. 8.

___. Advertisement. October 8, 1925, p. 32.

___. Advertisement. April 16, 1926, p. 25.

___. "$200,000-a-Year Sewing Circle." November 10, 1929, p. 9.

___. "Bomb Explodes In Dress Shop." June 1, 1935, p. 5.

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Appendix 1

Figures

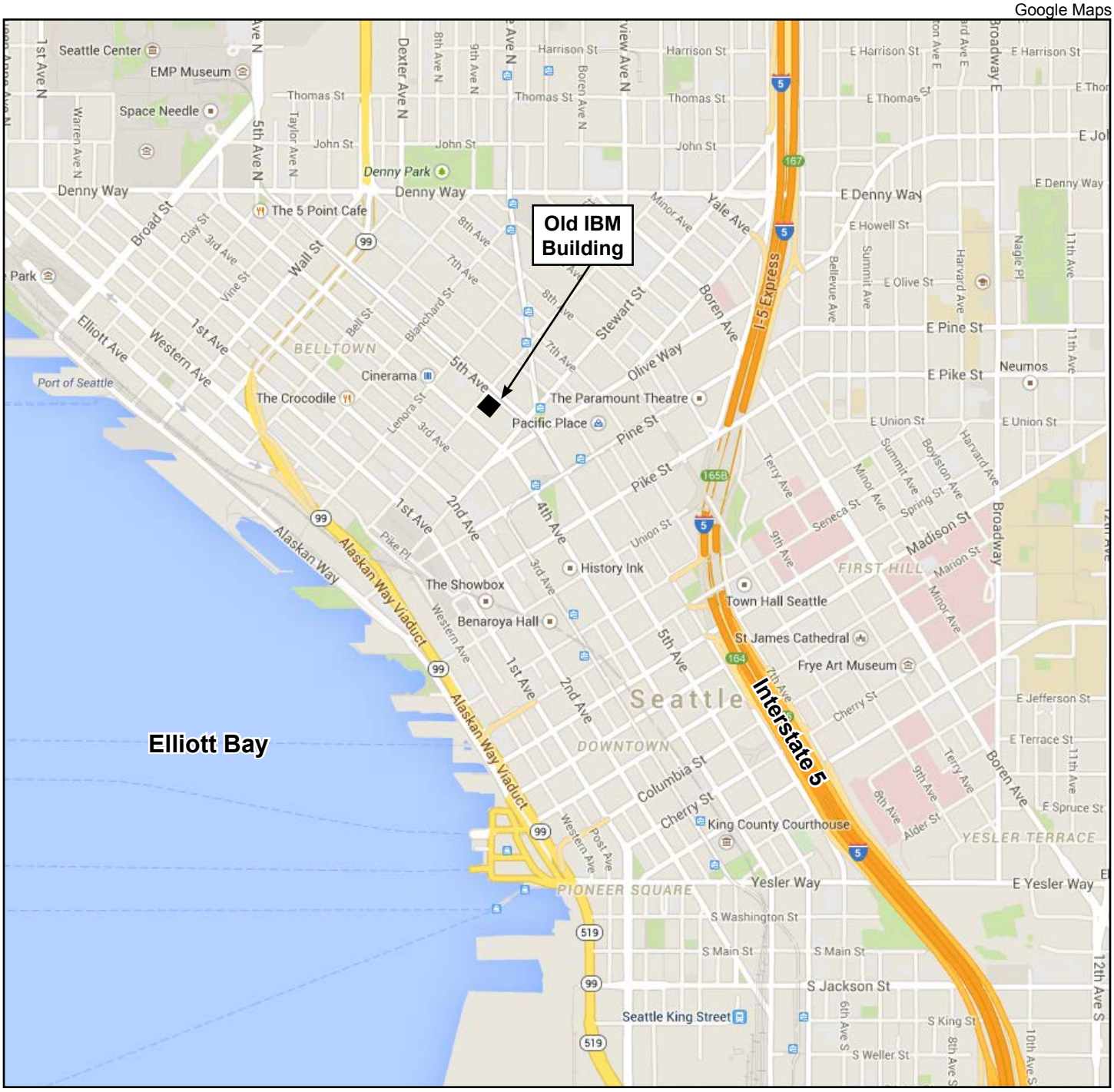

Figure 1 • Location Map

True North

Project North

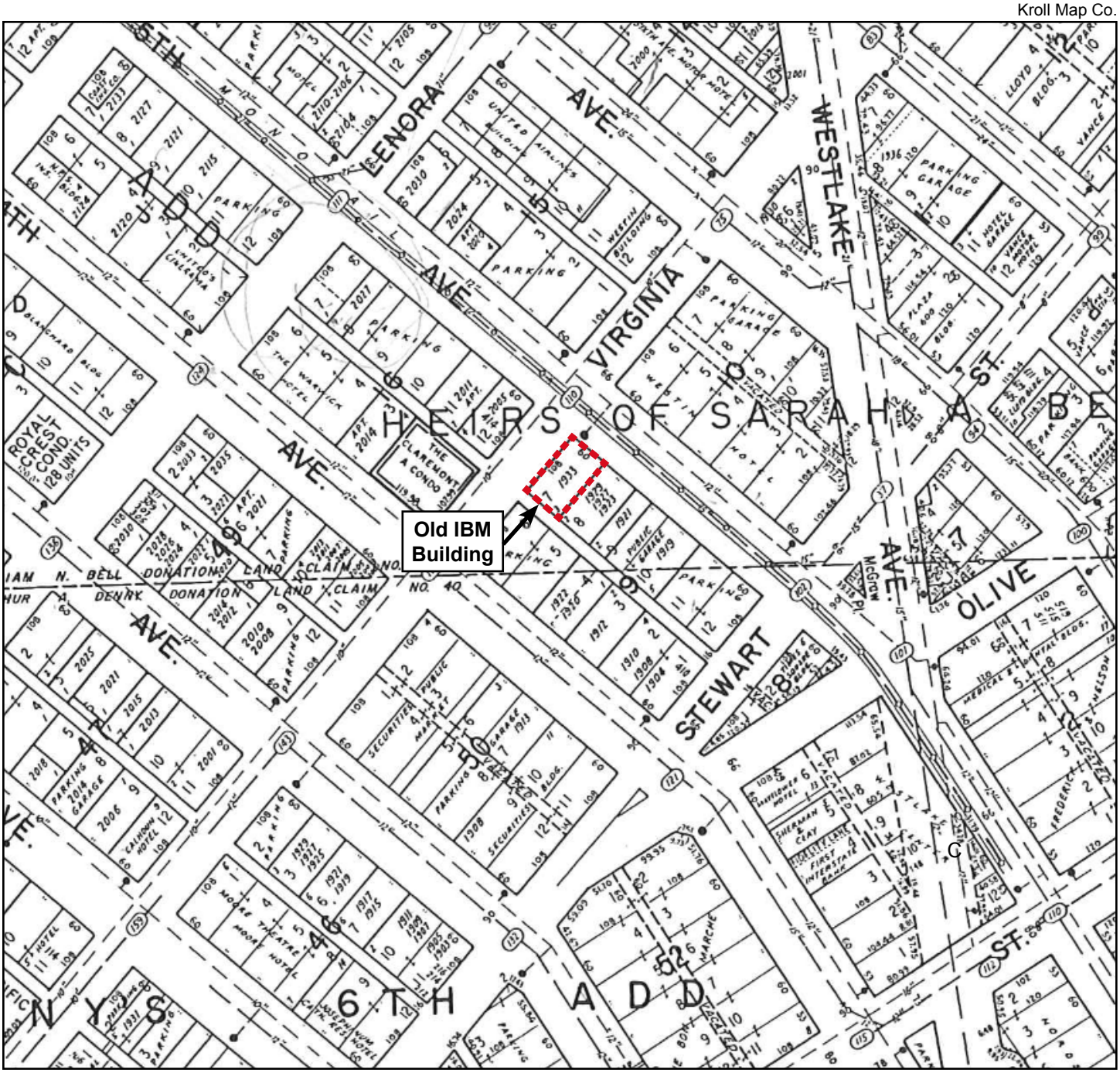

Figure 2 • Vicinity Map

Apple Maps

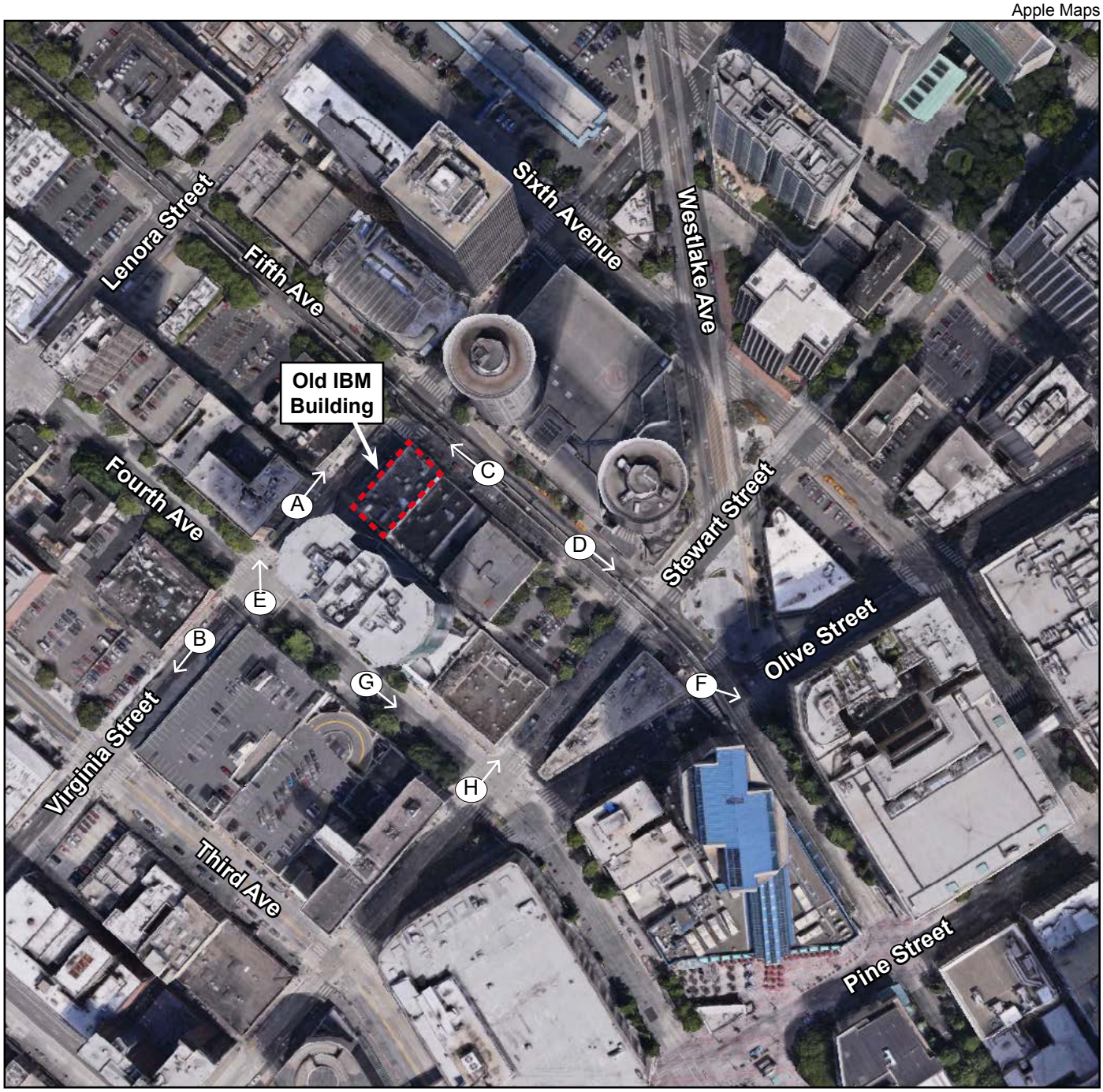

Figure 3 • Aerial View

The Johnson Partnership, 11/20/14

Figure 4 • View A, viewing northeast on Virginia Street

The Johnson Partnership, 11/20/14

Figure 5 • View B, viewing southwest on Virginia Street

The Johnson Partnership, 11/20/14

Figure 6 • View C, viewing northwest on Fifth Avenue

The Johnson Partnership, 11/20/14

Figure 7 • View D, viewing southeast on Fifth Avenue

The Johnson Partnership, 11/20/14

Figure 8 • View E, Hotel Ändra (formerly Claremont), corner of Fourth Avenue & Virginia Street

The Johnson Partnership, 11/20/14

Figure 9 • View F, Medical Dental Building, corner of Fifth Avenue & Olive Street

The Johnson Partnership, 11/20/14

Figure 10 • View G, viewing southeast on Fifth Avenue

The Johnson Partnership, 11/20/14

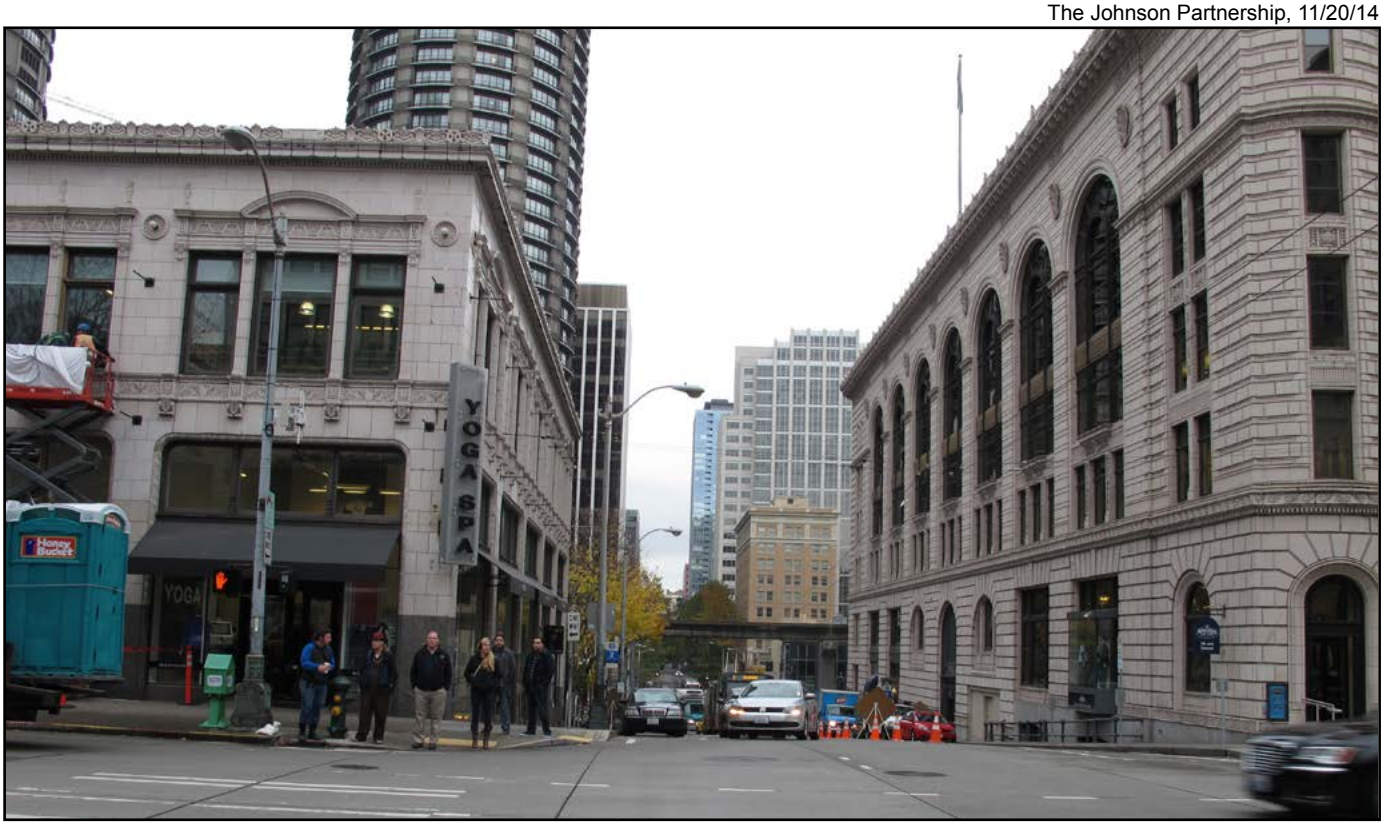

Figure 11 • View H, viewing northeast on Stewart Street

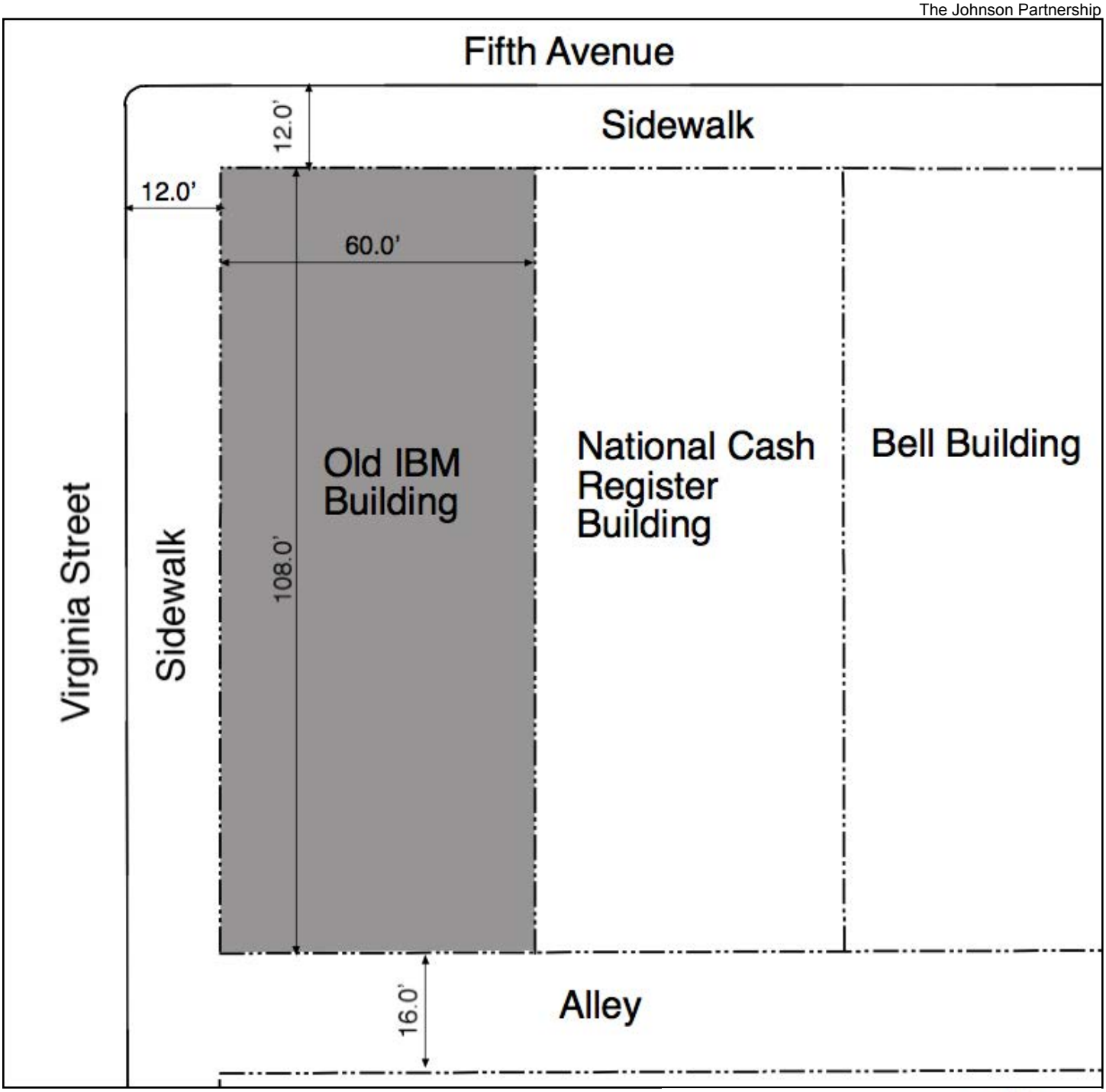

Figure 12 • Site Plan

The Johnson Partnership, 11/20/14

Figure 13 • Old IBM Building, northern corner

The Johnson Partnership, 11/20/14

Figure 14 • Old IBM Building, northeastern façade

The Johnson Partnership, 11/20/14

Figure 15 • Upper-floor windows with pilaster and lintel details

The Johnson Partnership, 11/20/14

Figure 16 • Detail of central bay and parapet

The Johnson Partnership, 11/20/14

Figure 17 • Primary entrance, northeastern façade

The Johnson Partnership, 11/20/14

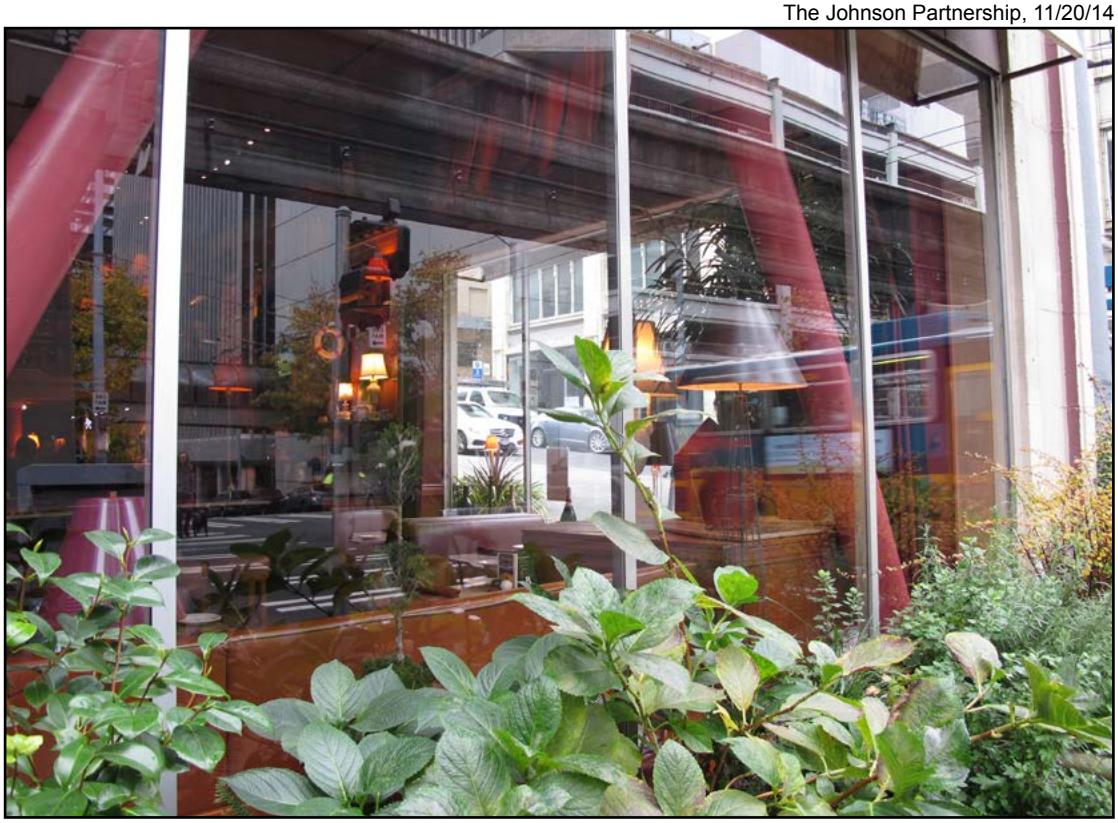

Figure 18 • First floor windows, northeastern façade

The Johnson Partnership, 11/20/14

Figure 19 • Northwestern façade along Virginia Street

The Johnson Partnership, 11/20/14

Figure 20 • Lintel panel detail, northwestern façade

The Johnson Partnership, 11/20/14

Figure 21 • Upper floor windows, northwestern façade

The Johnson Partnership, 11/20/14

Figure 22 • Southwestern façade

The Johnson Partnership, 11/20/14

Figure 23 • Entryway, southwestern façade

The Johnson Partnership, 11/20/2014

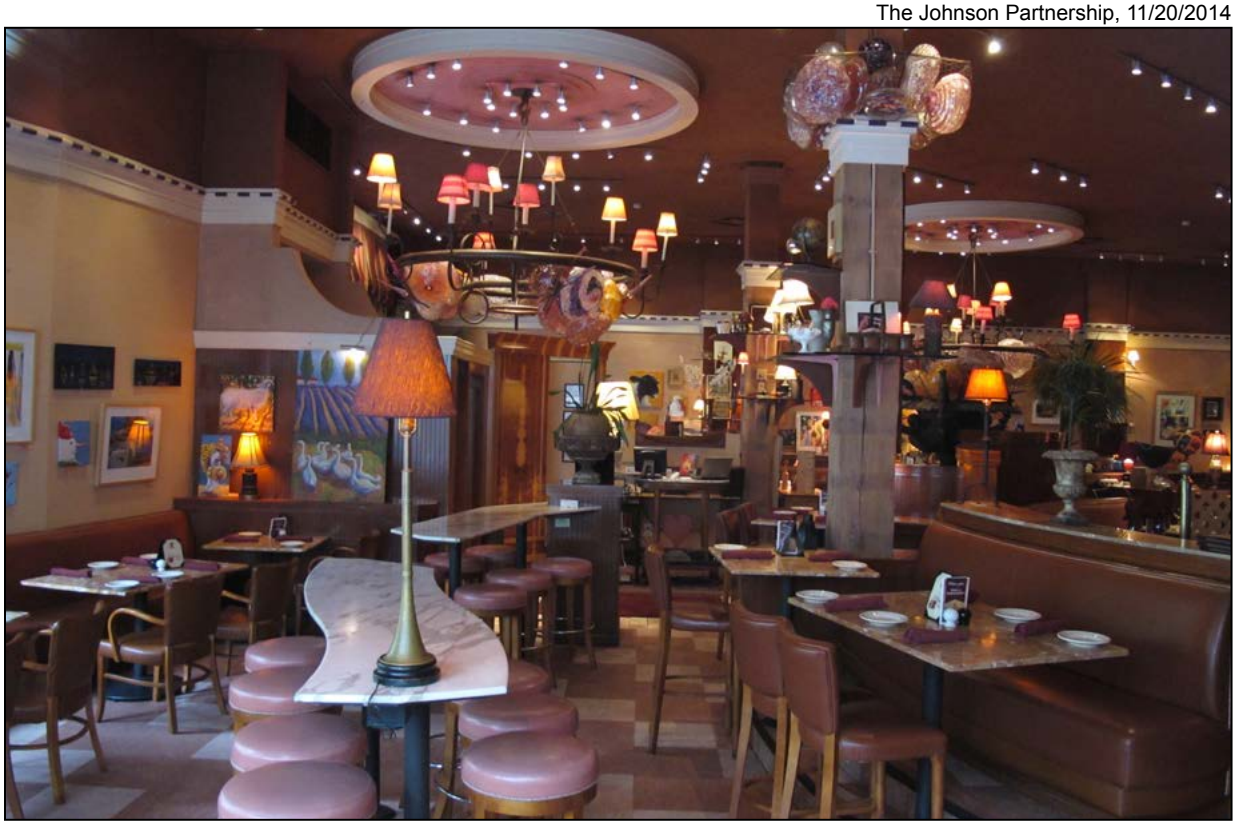

Figure 24 • First floor interior

The Johnson Partnership, 11/20/2014

Figure 25 • Second floor interior

The Johnson Partnership, 11/20/2014

Figure 26 • Third floor interior

The Johnson Partnership, 11/20/2014

Figure 27 • Third floor interior

UWL Seattle Photograph Collection, SEA1585

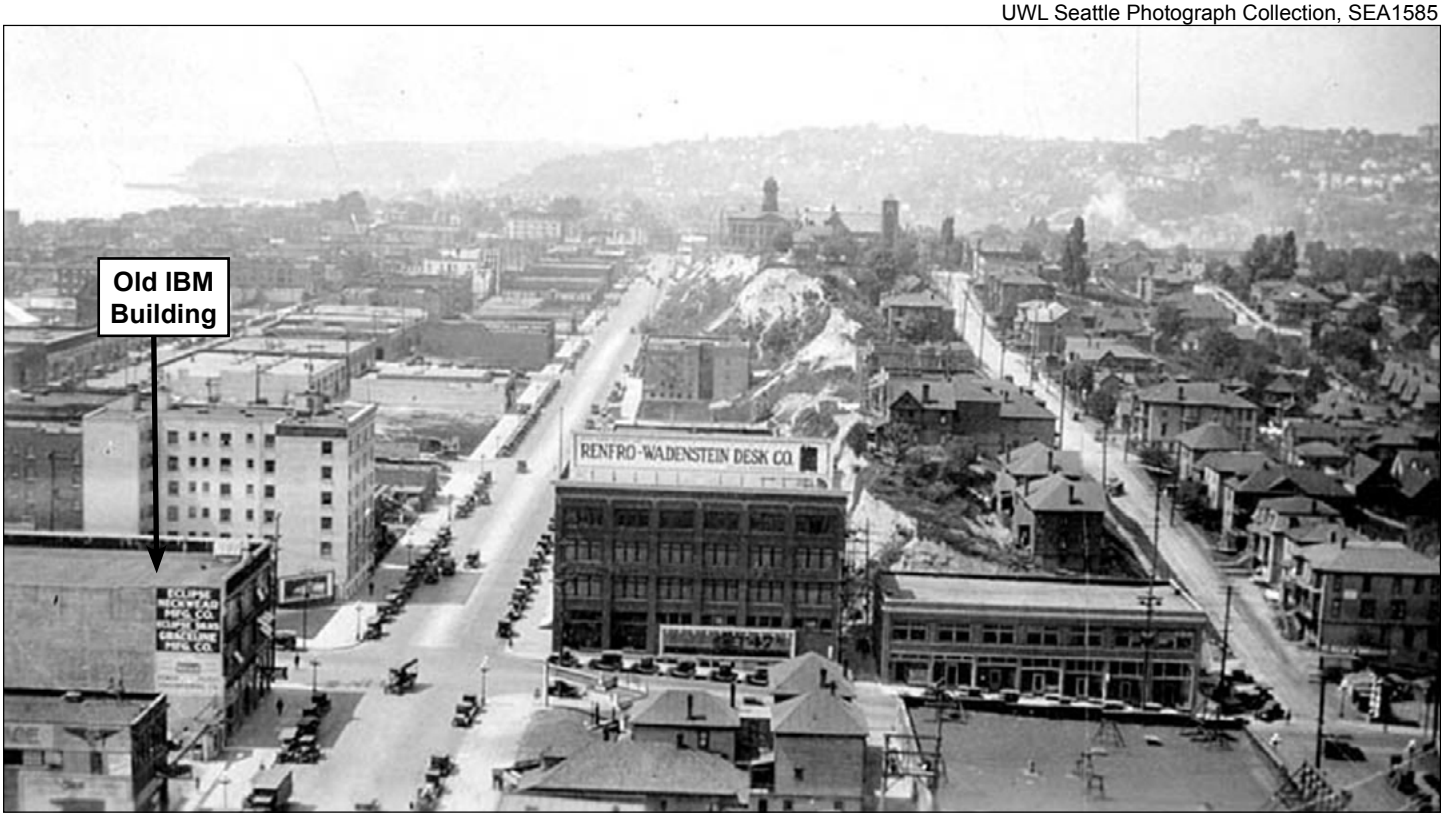

Figure 28 • Fifth Avenue, viewing north from Westlake Avenue and Olive Way, 1925

UWLSCD, Special Collections, James P. Lee Phtograph Collection, LEE058

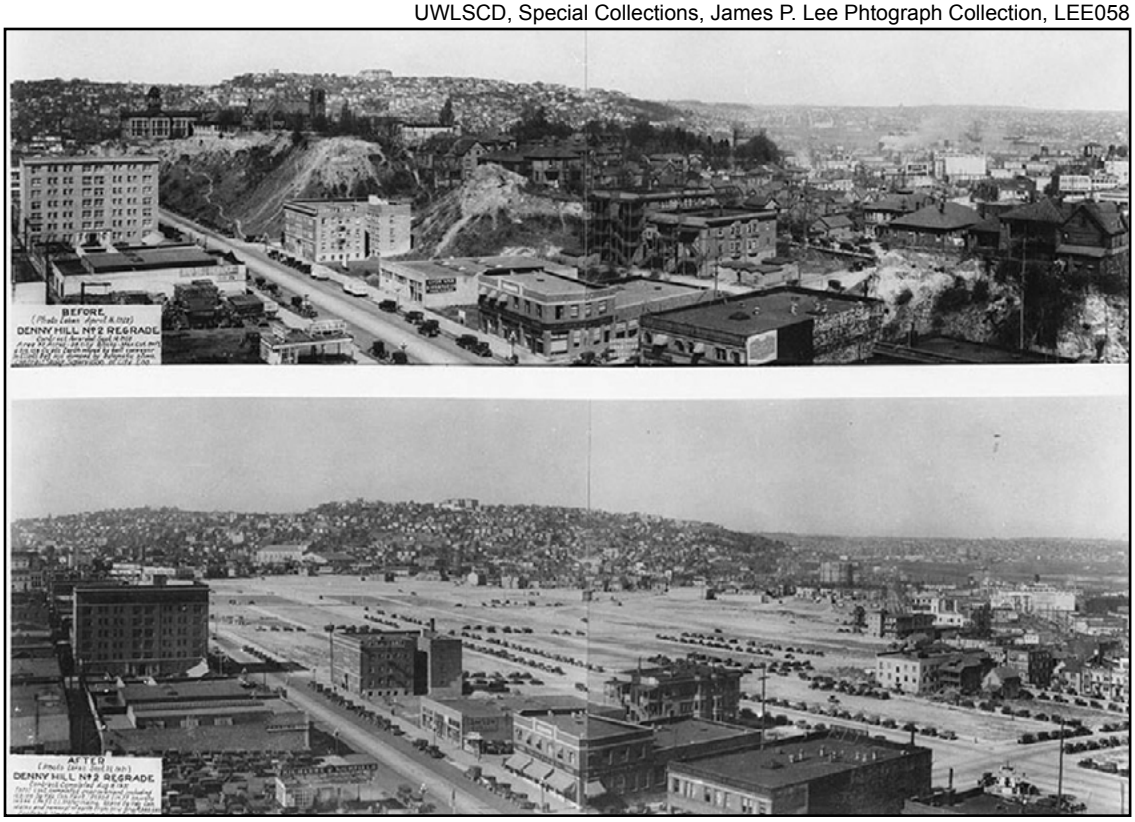

Figure 29 • Denny Regrade, 1928-1931, Seattle, WA

UWLSCD, Calvin F. Todd Photographs, CFT0024

Figure 30 • Orpheum Theater, 1928

Seattle Municipal Archives, 3312

Figure 31 • Fifth Avenue N. from Stewart Street, March 18, 1929

MOHAI PI27478

Figure 32 • Fifth Avenue and Virginia, 1957

Figure 33 • Monorail Construction, Fifth Avenue, 1961

UWL Seattle Photograph Collection, SEA1585

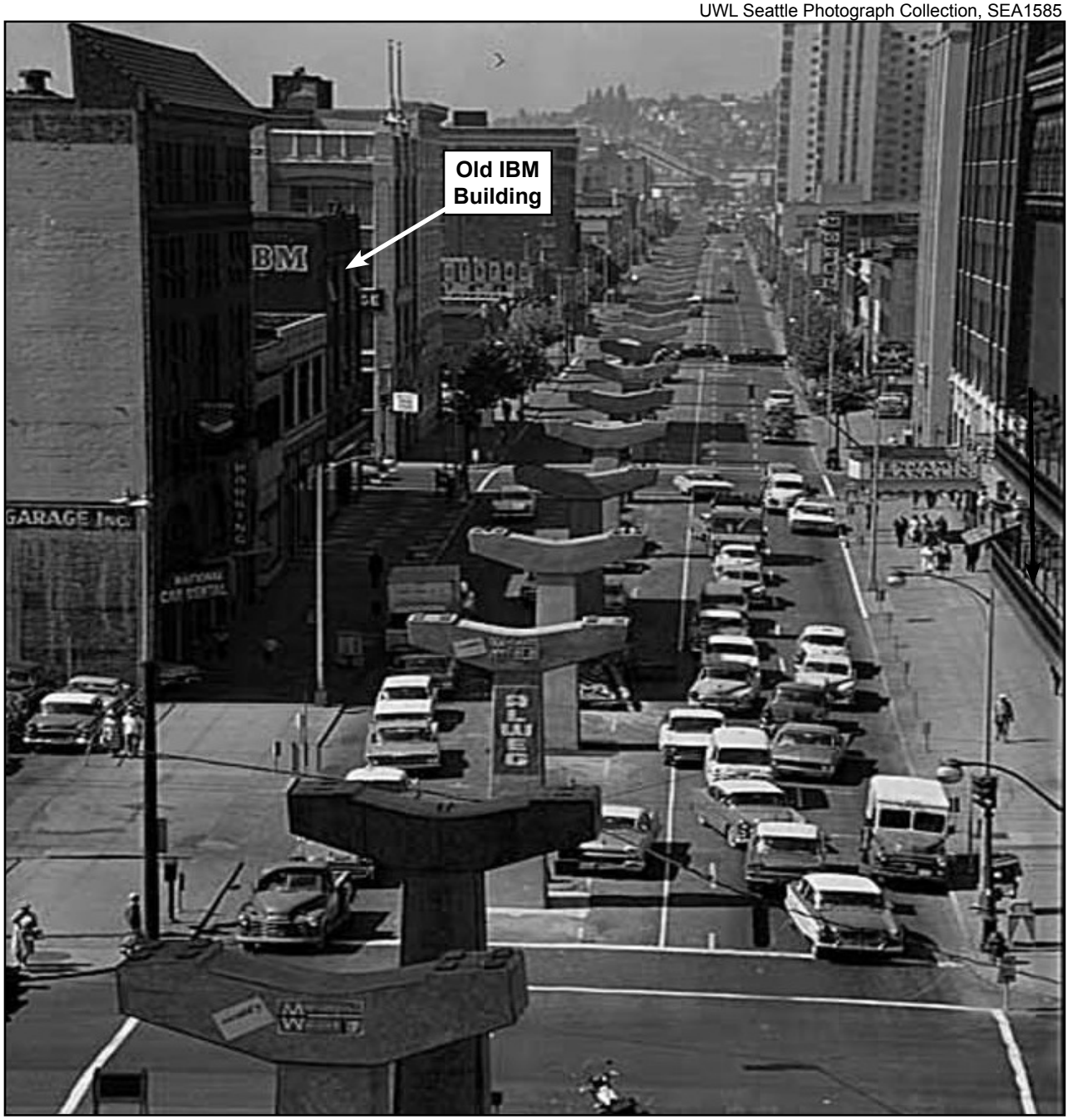

Figure 34 • Monorail Construction, Fifth Avenue, 1961

Unico

Figure 35 • New IBM Building, Seattle, WA. Built 1963

PSRA

Figure 36 • Old IBM Building, eastern and northern façades, 1937

MOHAI, PEMCO Webster & Stevens Collection, 1983.10.16771.2

Figure 37 • Old IBM Building, eastern and northern façades, 1948

PSRA

Figure 38 • Old IBM Building, eastern façade and partial northern façade, 1951

PSRA

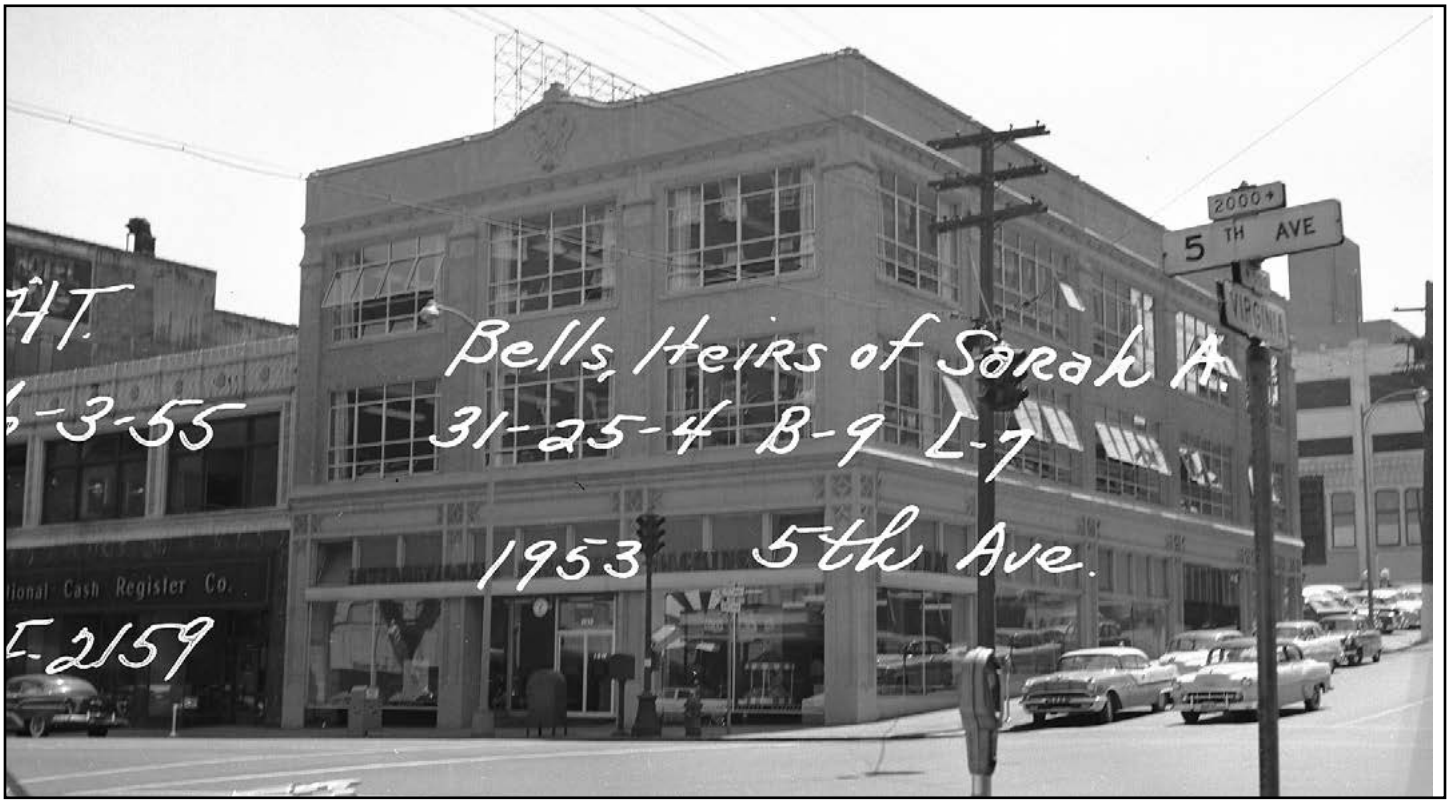

Figure 39 • Old IBM Building, eastern and northern façade, 1955

UWLSCD, Asahel Curtis Photo Company Collection, A. Curtis CUR543

Figure 40 • Alaska Building, 1908

UWLSCD, Asahel Curtis Photo Company Collection, A. Curtis 17719

Figure 41 • Bon Marche, 1900-02, Saunders & Lawton

MOHAI, PEMCO Webster & Stevens Collection, 1983.10.6676

Figure 42 • Lumber Exchange Building, 1902-03, Saunders & Lawton

The Johnson Partnership, 8/15/2007

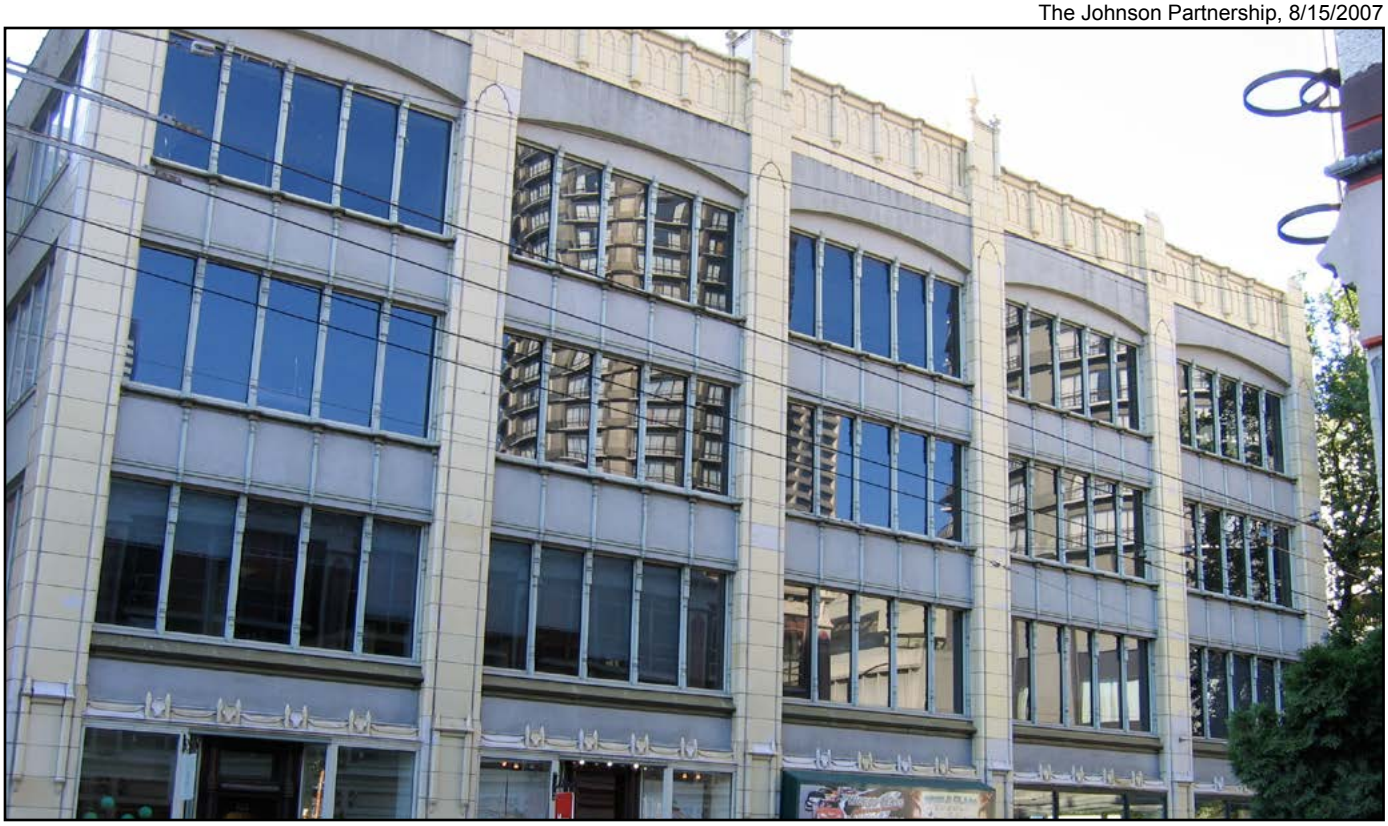

Figure 43 • 2005 Fifth Avenue, Seattle, WA

City of Seattle, Department of Neighborhoods, 2/19/2007

Figure 44 • 2003 Fourth Avenue, Seattle, WA

The Johnson Partnership, 8/5/2007

Figure 45 • 2041 Third Avenue, Seattle, WA

The Johnson Partnership, 9/6/2006

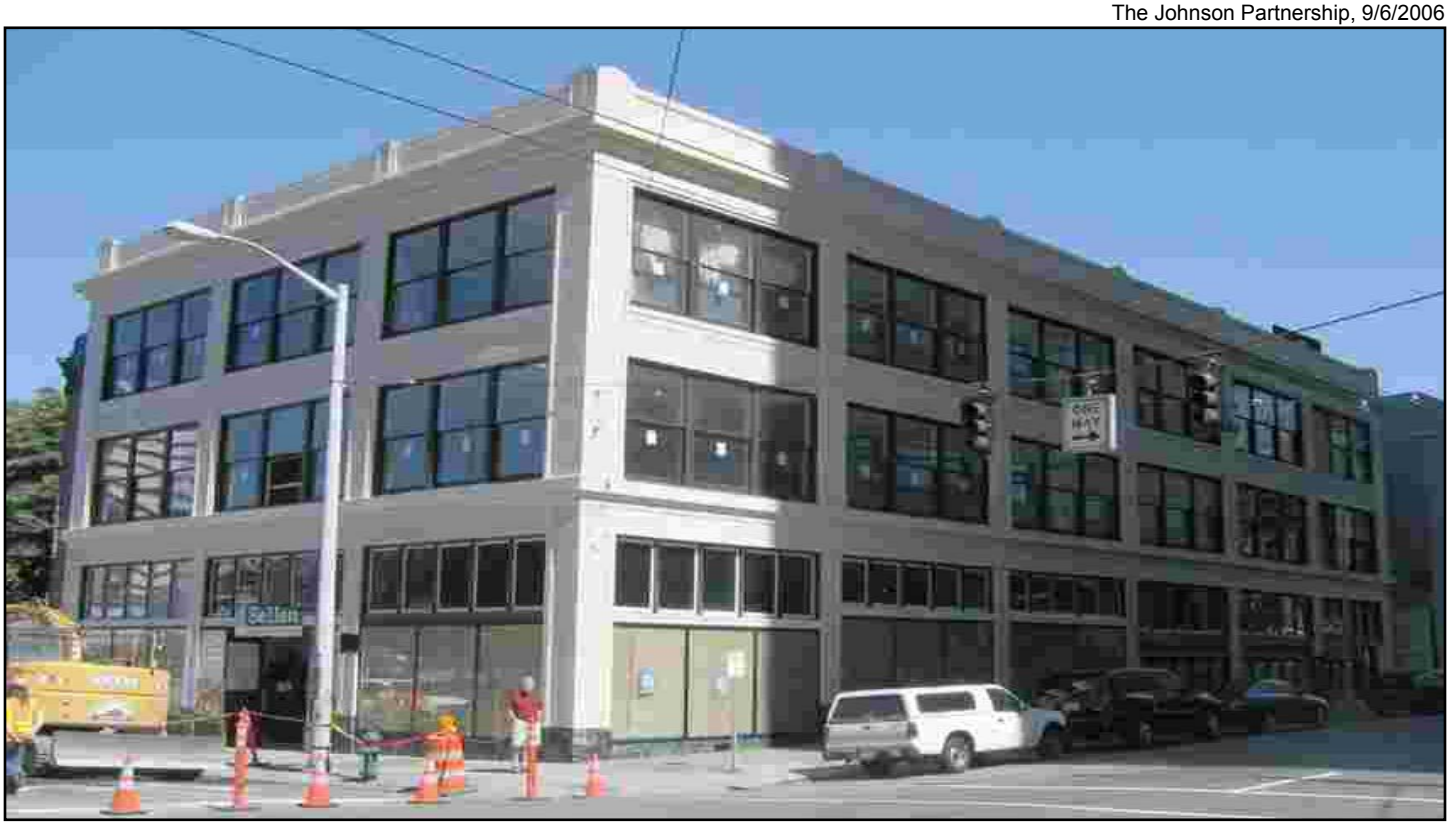

Figure 46 • 2004 Westlake Avenue, Seattle, WA

MOHAI, PEMCO Webster & Stevens Collection, 1983.10.3217.1

Figure 47 • First United Methodist Church, Seattle, WA

UWLSPD Washington Localities Collection, UW4464

Figure 48 • Hotel Monticello, Longview, WA, 1922

UWLSPD Seattle Photograph Collection, SEA0059

Figure 49 • Civic Auditorium, Seattle, WA, 1925

UWLSPD, Frank H. Nowell Alaska Yukon Pacific Exposition Collection, SEA 1765

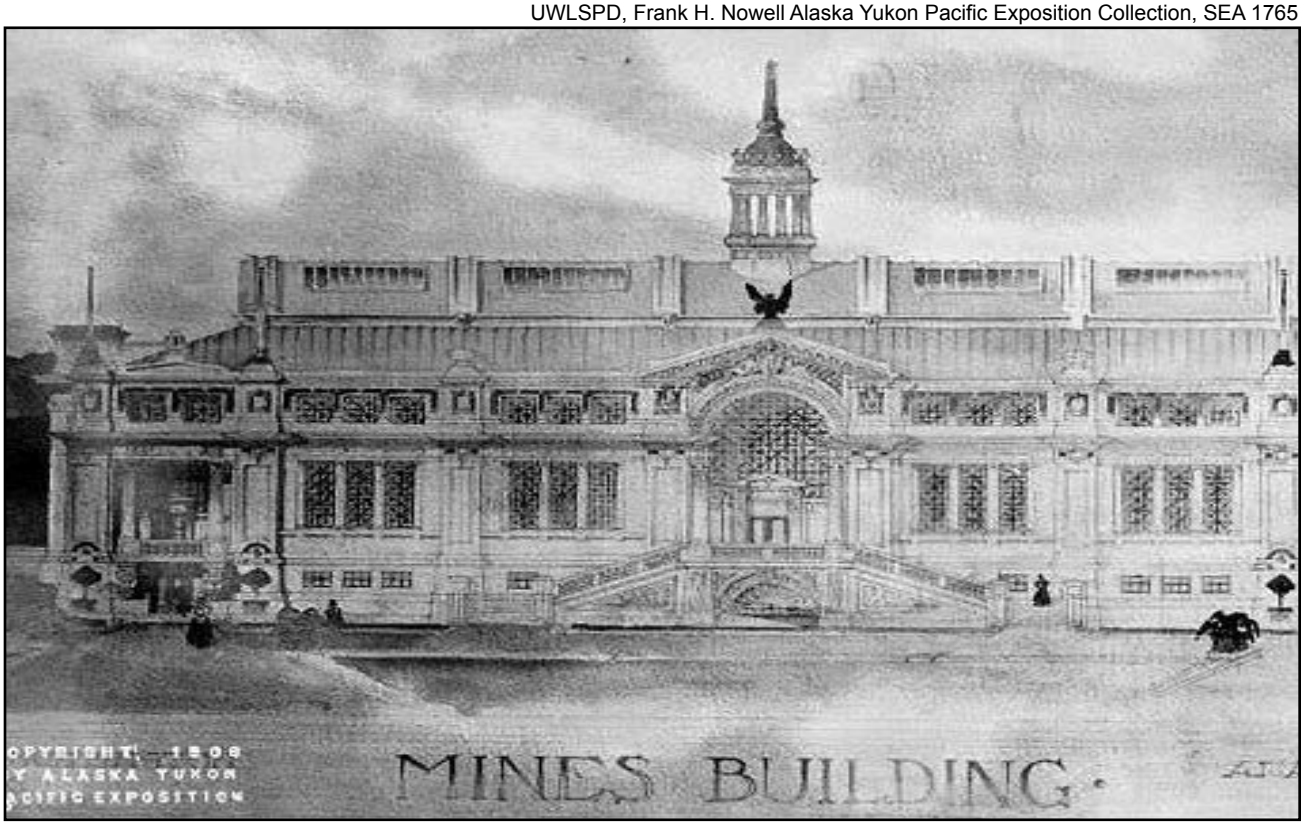

Figure 50 • Mines Building, Alaska-Yukon-Pacific Exposition, Seattle, WA, 1925

UWLSPD Seattle Photograph Collection, 232

Figure 51 • Hansee Hall, University of Washington, Seattle, WA, 1935

Appendix 2

List of extant buildings in Seattle by Architects Schack, Young, & Myers[47]

Peter & Mary del Grosso House (1903, Schack)
First United Methodist Church (1907-1910, Schack & Huntington)
Kenney Presbyterian Home (1907-08, Graham & Myers)
W. Logan Geary Residence (1911-12, Schack)
Roy P. Ballard Residence (1911-12, Schack)
Perry B. Truax Residence (1919-1920, Myers)
Chinese Baptist Church (1922-23, Schack, Young & Myers)
Hotel Monticello, Longview (1922-23, Schack, Young & Myers)
Longview City Plan (1922-23, Schack, Young & Myers)
Eldridge Buick Dealership (1925-26, Schack, Young & Myers)
Civic Auditorium (1925-28, Schack, Young & Myers)
Baroness Apartments (1930-31, Schack & Young)
Hansee Hall (1935-36, Myers & Graham)

[47] Partially Excerpted from *Shaping Seattle Architecture.*

Appendix 3

Architectural Drawings

Schack, Young & Myers, Architects, "Building for the Alvin Investment Co., Seattle, Washington." Sheets 1-14. December 20, 1922.

Alfred F. Simonson, "IBM Office Alterations, 1929-33 Fifth Ave. Seattle, Wash." Sheets 1-6. December 2, 1949.

Richards & Carmen, Architects, "Alterations to Building for International Business Machines, 1935 Fifth Avenue, Seattle, Washington." Sheets 1-8. 1954.